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Message Text

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ACTION NEA-11

INFO OCT-01 EUR-12 ISO-00 AID-05 CIAE-00 EB-08 FRB-03
INR-10 NSAE-00 ICA-11 TRSE-00 XMB-02 OPIC-03
SP-02 LAB-04 SIL-01 OMB-01 H-01 L-03 STR-07 SS-15
/100 W
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R 101022Z MAY 78
FM AMEMBASSY AMMAN
TO SECSTATE WASHDC 6066
AMEMBASSY ATHENS
AMEMBASSY DAMASCUS
AMEMBASSY JIDDA
USDOC WASHDC
AMEMBASSY ABU DHABI
AMEMBASSY CAIRO
AMEMBASSY KUWAIT

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ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: BTRA, ETHRD, JO
SUBJECT: ARAB CHAMBER OF COMMERCE MISSION TO UNITED STATES

REF JIDDA 3441

1. EMB OFFS HAVE DISCUSSED RECENT ARAB CHAMBER OF COMMERCE MISSION TO US WITH THE TWO LEADERS OF JORDANIAN DELEGATION. AS BOTH MEN ARE EXTREMELY IMPORTANT MEMBERS OF LOCAL BUSINESS COMMUNITY AND BOTH KNOW WELL AND ARE WELL-KNOWN BY BUSINESS COMMUNITIES IN OTHER ARAB STATES, WE ARE REPORTING THEIR COMMENTS ON MISSION AS POSSIBLY REPRESENTATIVE.

2. AMERICAN HOSPITALITY AND ORGANIZATION OF ARAB-AMERICAN
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CHAMBERS PROGRAM FOR VISIT WERE HIGHLY PRAISED. LIMITED OPPORTUNITIES TO ESTABLISH NEW BUSINESS RELATIONSHIPS WITH AMERICAN FIRMS WERE UNDERSTANDABLE, GIVEN HEAVY SUBSTANTIVE SCHEDULE. BOTH MEN HAVE LONGSTANDING BUSINESS RELATIONSHIPS WITH SOME AMERICAN FIRMS, BUT DID NOT SUCCEED IN ESTABLISHING MANY NEW CONTACTS. IT SEEMS THAT PROGRAM FOR MISSION INCLUDED MOSTLY AMERICAN FIRMS ALREADY THOROUGHLY

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KNOWLEDGABLE ABOUT ARAB MIDDLE EAST RATHER THAN NEW-TO-
MARKET COMPANIES: "THOSE WHO KNOW US, KNOW US VERY
WELL, AND THOSE WHO DO NOT KNOW US WELL, DO NOT
KNOW US AT ALL."

3. PRIMARY BENEFIT OF MISSION SEEMS HAVE BEEN IN-
CREASING GENERAL KNOWLEDGE IN UNITED ST N
TTOTTHZARAB ATTITUDES AND BUSINESS CONDITIONS IN MIDDLE EAST, WHICH
BOTH MEN FELT FULLY JUSTIFIED THE TRIP.
TO FURTHER PROMOTE THIS SORT OF KNOWLEDGE AND UNDER-
BTANDING, AMMAN CHAMBER OF COMMERCE INTENDS TO INVITE
SMALL NUMBEROF US BUSINESSMEN TO VISIT AMMAN LATER
THIS YEAR THROUGH INTERMEDIARY OF ARAB-AMERICAN
CHAMBER. INVITATIONS WILL BE FOR REPRESENTATIVES
OF NEW-TO-MARKET FIRMS WHOSE PRODUCTS APPEAR PARTI-
CULARLY APPROPRIATE TO JORDANIAN MARKET.

4. US ANTI-BOYCOTT LEGISLATION WAS REGRETTED AS
HAVING TRULY DETRIMENTAL EFFECTS ON US-ARAB TRADE
PRIMARILY DUE TO INABILITY OR UNWILLINGNESS OF SMALLER
US FIRMS WITHOUT PREVIOUS MIDDLE EAST EXPERIENCE
TO CONTEND WITH COMPLICATED US ANTI-BOYCOTT LEGISLA-
TION. EMBOFFS WERE REMINDED, HOWEVER, THAT ARABS
HAVE READY ACCESS TO EAGER ALTERNATIVE SUPPLIERS
THOUGH THEY MIGHT PREFER TO DO BUSINESS WITH UNITED
STATES. AMMAN DELEGATES VIEW IS THAT INITIATIVE FOR
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ANY FURTHER COMPROMISELON BOYCOTT ISSUES IS RESPONSI-
BILITY OF INTERESTED PARTIES IN UNITED STATES.
SUDDARTH

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